

# COMMUNICATION, B.A./M.A.

**Faculty** Mary Bohlen, J. Michael Duvall, Jim Grubbs, Ted Matula, Henry Nicholson, Janet Novak, Hazel Rozema, Ray Schroeder (emeritus), Larry Smith (emeritus), Eric Thibodeaux-Thompson, Sue Weber

**Associated Faculty** Larry Shiner, Miles D. Woken **Adjunct Faculty** Sharon Hutson, Debra Landis

**Degrees offered:** Bachelor of Arts, Master of Arts, Undergraduate Minor

The communication program is concerned with the exchange of symbolic messages, how that exchange may be hindered or facilitated, and how it affects groups and individuals. Courses offer students opportunities to improve their skills in writing, speaking, and understanding the messages of others in interpersonal, organizational, and public contexts. The courses also provide a detailed understanding of the role of communication in human affairs. To accomplish these goals, the curriculum addresses the theoretical, critical, and technical aspects of communication. Both the bachelor's and master's degree programs cover three topical areas: meaning systems, interpersonal/organizational systems, and mass media systems.

**Contact:** Information about the communication program is available at (217) 206-6790. Information can also be requested at [com@uis.edu](mailto:com@uis.edu).

## THE BACHELOR'S DEGREE

The undergraduate program in communication has three main objectives: 1) to instruct the student in general communication theory and technology, 2) to provide the student an opportunity for more intensive study in a specific area of communication, and 3) to ensure that the communication graduate is capable of applying knowledge of general communication theory and technology to specific social problems. The baccalaureate curriculum covers three topical areas: meaning systems, interpersonal/organizational systems, and mass media systems.

## ENTRANCE REQUIREMENTS

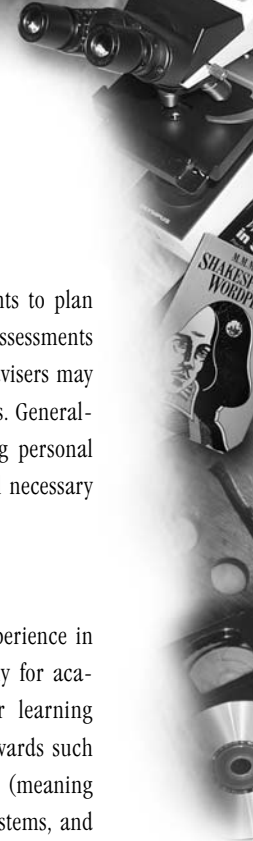
Requirements for admission to the program as a candidate for the bachelor of arts degree are identical to general UIS requirements. Students who are required to take the Test of English as a Foreign Language (TOEFL) examination must achieve a score of 580 or above to be admitted to the program.

## ADVISING

Faculty members work with new students to plan courses of study. Based on instructors' assessments of writing ability in required courses, advisers may require advisees to take remedial courses. Generally, advisers assist students in developing personal programs of study and in identifying all necessary requirements.

## CREDIT FOR PRIOR LEARNING

Students with extensive life or work experience in some area of communication may apply for academic credit through credit for prior learning (CPL). The communication program awards such credit in each of its three topical areas (meaning systems, interpersonal/organizational systems, and mass media systems) through COM 401, COM 431, and COM 451. Prior learning credit is not awarded for specific program courses. The program will award a maximum of four hours of credit for prior experiential learning in any one topic area and a





courses (COM 301, 302, or 303) before or concurrent with other courses in the same curricular area. The elective course may be from within or outside this curricular area; if outside, it may be taken without the corresponding introductory course.

Transfer credits from other institutions may not be used to substitute for introductory core courses. However, students may petition to use them to satisfy other parts of the minor, provided the credit is for an upper-division course equivalent to one offered by the communication program and that the grade earned was a C or better. Communication minors may not take any COM course as part of the requirements for the minor on a credit/no credit basis.

## THE MASTER'S DEGREE

The graduate program in communication has two main objectives: 1) to guide students in an intensive exploration of the structure and function of human communication and 2) to educate students in the methods and theory of communication inquiry. The graduate curriculum covers three areas of study: meaning systems, interpersonal/organizational systems, and mass media systems.

Although 400-level courses are open to both B.A.

and M.A. candidates, graduate students enrolled in 400-level courses should expect more stringent grading standards and/or more assignments (and perhaps differently structured assignments) than undergraduates enrolled in the same courses.

### ENTRANCE REQUIREMENTS

For admission to the master of arts program, the student must have a bachelor's degree or equivalent and pass the program's graduate admission writing examination. The program reserves the right to require additional course work where deficiencies are indicated. A student must have an undergraduate GPA of 3.00 or greater (on a 4.00 scale) for regular admission to the program. Students with undergraduate GPAs in the 2.80-2.99 range may be accepted into the program on a probationary basis. Students with GPAs below 2.80 may petition the program for admission and should contact the program for details. Students who are required to take the Test of English as a Foreign Language (TOEFL) examination must achieve a score of 580 or above to be admitted to the program.

### ADVISING

Each new graduate student should consult with a fac-

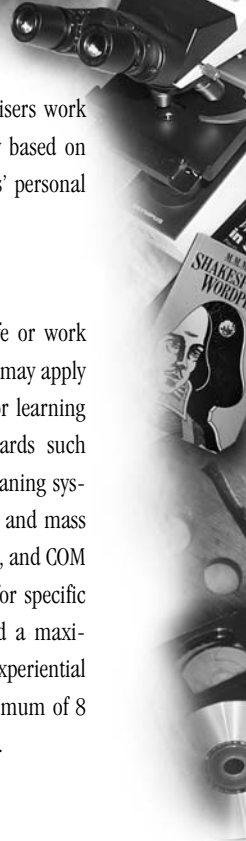
ulty adviser before initial registration. Advisers work with students to develop a course of study based on program requirements and on the students' personal interests.

### CREDIT FOR PRIOR LEARNING

Communication students with extensive life or work experience in some area of communication may apply for academic credit through credit for prior learning (CPL). The communication program awards such credit in each of its three topical areas (meaning systems, interpersonal/organizational systems, and mass media systems) through COM 401, COM 431, and COM 451. Prior learning credit is not awarded for specific program courses. The program will award a maximum of four hours of credit for prior experiential learning in any one topic area and a maximum of 8 hours of CPL credit to any graduate student.

### GRADING POLICY

No grade below B- in a communication course may be applied toward the degree. Communication courses to be counted toward the degree requirements may not be taken on a credit/no credit basis except for COM 401, 431, 451, and 501.



## COURSE REPETITION

Communication courses numbered 491-498 and 591-598 (experimental courses listed in the course schedule only) may be taken for credit more than once provided the course topic is different each time. No more than six semester hours of credit for COM 599 (tutorials) will be accepted for the degree. All other communication courses may be repeated for grade improvement only once.

## REQUIRED COURSES

Students must complete program-required courses (COM 501, COM 504, COM 506) at UIS to graduate. No waivers or substitutions are accepted. Courses with a 300 number that advisers require of graduate students as prerequisites must be passed with a minimum grade of B. Hours so earned may not be counted toward the graduate degree.

## PROGRAM REQUIREMENTS

All master's degree candidates are required to complete four semester hours of public affairs colloquia. In addition, all communication M.A. candidates are required to complete at least 36 hours of graduate study in communication, including at least three 500-level

graduate seminars. Graduate seminars are numbered 511 through 598.

No more than eight semester hours of COM courses may be taken before taking COM 504. A student may not register for COM 501 Closure Experience until he/she has registered for COM 506. At least 12 semester hours of course work, including at least eight semester hours of seminars, must be in the student's area of concentration unless otherwise arranged.

## REQUIREMENTS

COM 504 Introduction to Graduate Study in Communication	4 Hrs.
COM 506 Research Methods in Communication	4 Hrs.
500-level graduate seminars	12 Hrs.
Graduate-level COM courses	12 Hrs.
Public Affairs Colloquium	4 Hrs.
COM 501 Closure Experience (minimum)	<u>4 Hrs.</u>
Total (minimum)	40 Hrs.

Additional courses may be required by the adviser, with program approval, in order to meet deficiencies. COM 599 Tutorial credit may not be used to satisfy the 500-level seminar requirement.

## MASTER'S CLOSURE

In accordance with campus requirements, all graduate students must complete a closure experience (COM 501) consisting of either a thesis, a project, or a comprehensive exam. The proposed thesis or project must be approved by a faculty committee before it is begun. Students must have completed a minimum of 32 (preferably 36) credit hours to be eligible for comprehensive exams. Students write comprehensive exams over five areas during a two-day period. Comprehensive exams will be offered once every semester at a regularly scheduled time. More specific guidelines on any of the three options listed above are available from the communication program or from program faculty.


Students must enroll for a total of four hours credit in the closure experience; however, they may accrue the total in increments. Campus policy requires that students be enrolled in at least one semester hour of closure experience for *each* semester after they have begun their graduate closure exercise until that exercise is completed. For communication students, this means that if the thesis/project/comprehensive exam has not been completed by the end of four continuous credit hours' enrollment in COM 501, students must

register for one hour of audit each semester until the thesis/project/exam is completed.

## COURSE OFFERINGS

Cross-listed courses may be accepted for the program major. Students should be careful to register for the course with the appropriate program prefix (COM) to ensure that credit is received. Other courses may be accepted toward the major through petition to the program committee.

## COURSE DESCRIPTIONS

 *Course available online; may also be available on campus. Refer to the current course schedule for further information.*

### Required Courses (Undergraduate)

#### **COM 301 Introduction to Meaning Systems (4 Hrs.)**

Introduction to the basic literature of rhetorical theory, including survey of theoretical approaches from classical and contemporary periods. Emphasis on philosophy of language, methods of rhetorical analysis, and principles of argumentation.

#### **COM 302 Introduction to Interpersonal/Organizational Systems (4 Hrs.)**

Fundamental theories and concepts in interpersonal and

organizational communication. Specific theories of how humans establish meaning systems and form communication relationships.

#### **COM 303 Introduction to Mass Media Systems (4 Hrs.)**

Introduction to mass media, including theory, history and tradition, structure and function, controls on the media, technology, ethical and legal issues, and the future.

### Required Courses (Graduate)

#### **COM 501 Closure Experience (1 to 4 Hrs.)**

All graduate students must complete a closure experience. Communication students have three options. 1) Thesis: Research-based exploration of a topic approved by thesis committee. 2) Project: Production of a major project selected with approval of project committee. 3) Comprehensive examination: Comprehensive examinations in five topical areas over a two-day period. Students must have completed a minimum of 32 credit hours to be eligible for the comprehensive exam. Students should consult their advisers for program guidelines during their first semester. Successful completion of any of the three options fulfills the master's closure requirement. All options will be graded CR/NC. **Note:** If the thesis/project/exam is not completed by the time the initial continuous four hours of credit are accumulated, students must register for one credit hour on an audit basis in all subsequent semesters until the thesis/project/exam is completed.

#### **COM 504 Introduction to Graduate Study in Communication (4 Hrs.)**

Examination of the literature with which graduate communication students should be familiar, especially that exploring the nature of theory, the functions of research, and the philosophy of communication. Introduction to theory and research framing the program's three areas of emphasis.

#### **COM 506 Research Methods in Communication (4 Hrs.)**

A detailed examination of research methods used in the communication discipline, including introduction to descriptive and inferential statistics commonly used in communication research. Methods examined include content, network, and interaction analysis as well as survey and experimental designs.

### Meaning Systems

#### **COM 335 Commercials: The Hidden Messages (4 Hrs.)**

Examination of television commercials for persuasive strategies and techniques used in reaching targeted audiences. Special attention is given to hidden messages and subconscious appeals.

#### **COM 401 General Communication and Language Theory: Practicum (1 to 4 Hrs.)**

Credit is available under this title only through the credit for prior learning program. Students with substantial work or life experience in areas covered by a course or



of internal/external public relations in profit and non-profit organizations.

**COM 367 Public Speaking (4 Hrs.)**

Examination of principles of effective speech preparation through researching topics, evaluating speeches, analyzing audiences, and presenting speeches.

**COM 421 Interpersonal Communication (4 Hrs.)**

Analysis of communication at the individual level including extended examination of informational, perceptual, and prediction processes that lead to successful communication. Includes role and personality as factors that affect the communication process and techniques for improving communication ability. Interpersonal communication theories compared and evaluated.

**COM 424 Gender Communication (4 Hrs.)**

Examination of female and male communication in a variety of contexts including family, romance, education, and workplace. Representations in the media critiqued and theories of gender differences compared and evaluated. See WMS 424.

**COM 431 Interpersonal/Organizational Systems: Practicum (1 to 4 Hrs.)**

Credit is available under this title only through the credit for prior learning program. Students with substantial work or life experience in areas covered by a course or

combination of courses listed in this Interpersonal/Organizational Systems section may apply for credit by documenting their relevant theoretical and practical learning under the guidance of credit for prior learning faculty. Interested students should consult with a faculty member in communication.

**COM 462 Writing for Public Relations (4 Hrs.)**

Intensive study of the most effective methods for written public relations communication. Students write news releases, broadcast announcements, letters, speeches, and newsletter copy, as well as work on grammar and journalistic style. Prerequisite: COM 362, or permission of instructor.

**COM 463 Organizational Communication (4 Hrs.)**

Analysis of organizational communication approaches, managerial style, motivation, leadership, corporate cultures, conflict, public relations, and diversity.

**COM 464 Conflict Management (4 Hrs.)**

Role and effect of conflict on interpersonal, group, and organizational relationships and social movements. Theoretical and practical applications seek to foster success in conflict resolution.

**COM 465 Interviewing (4 Hrs.)**

Interviewing and its various purposes in communication settings. Practical and theoretical approaches.

**COM 467 Advanced Public Speaking (4 Hrs.)**

Examination of preparation, organization, and presentation of various types of speaking such as persuasion, group discussion, and debate. Performance includes making speeches, participating in discussions, and critiquing other students' presentations. Prerequisite: COM 367 or permission of instructor.

**COM 521 Family Communication (4 Hrs.)**

Examination of types of families, roles, rules, stages, systems, decision making, intimacy, and power from a communication perspective.

**COM 524 Interracial Communication (4 Hrs.)**

Exploration of historical origins of racism in the U.S., types of racism, impact of affirmative action, barriers and approaches to improving interracial communication in friendships, education, the media, and the workplace.

**COM 562 Public Relations in Organizations (4 Hrs.)**

Advanced study of public relations in profit and non-profit organizations. Examination of the threats and opportunities faced by organizations dealing with internal and external publics. Hands-on research/participation in a public relations campaign for a local organization.

**COM 563 Organizational Communication Theory (4 Hrs.)**

An in-depth look at organizational theory integrated with





**COM 442 Broadcast Programming (4 Hrs.)**

Theories and techniques of programming strategies used for radio, television, and cable. Topics include program formats, network lineups, independent station positioning, methods of audience research, and evaluating ratings and shares.

**COM 444 Media Writers' Roundtable (4 Hrs.)**

Theory and practice of advanced non-fiction writing for the media, including news, features, commentary, and analysis. Explores media markets, legal and business concerns, and ethical issues for staff and freelance writers. Prerequisite: COM 312 or COM 403, or equivalent, or permission of instructor.

**COM 445 Adolescents and the Media (4 Hrs.)**

Examination of positive and negative impact of the media – including television, movies, the recording industry, video games, and magazines – on adolescents. Explores media link to violence and aggressive behavior, sexuality, drug use, and body image, and research on gender and racial differences in responding to the media.

**COM 446 Broadcast Management and Regulation (4 Hrs.)**

Basics of broadcast management pertaining to operations, personnel, advertising, sales, and promotions. Study of the Federal Communications Commission's rules, regulations, and policies.

**COM 447 Media Criticism (4 Hrs.)**

Focus on qualitative analysis of mass media artifacts.

Various practical and theoretical frameworks for such analysis will be examined and discussed, including myth and genre analysis, Marxist and feminist criticism as well as semiotic analysis of mass media products. Part of the class time is devoted to viewing and analysis of various films and television programs to help reinforce methodological and theoretical readings and discussions.

**COM 448 Advertising (4 Hrs.)**

Theoretical and creative processes in media advertising. Students receive basic orientation not only to economic aspects of advertising but also to creative processes. Students develop advertising campaigns within the context of the advertising environment.

**COM 451 Mass Media Systems: Practicum (1 to 4 Hrs.)**

Credit is available under this title only through the credit for prior learning program. Students with substantial work or life experience in areas covered by a course or combination of courses listed in this Mass Media Systems section may apply for credit by documenting their relevant theoretical and practical learning under the guidance of credit for prior learning faculty. Interested students should consult with a faculty member in communication.

**COM 453 Video Field Production (4 Hrs.)**

The development of technical skills as artistic tools through an examination of visualization and sequencing theory. Remote production and editing techniques are

explored in actual production situations, along with analysis of the creative processes of videography and lighting. Prerequisite: COM 352. See ART 473.

**COM 454 Documentary Production (4 Hrs.)**

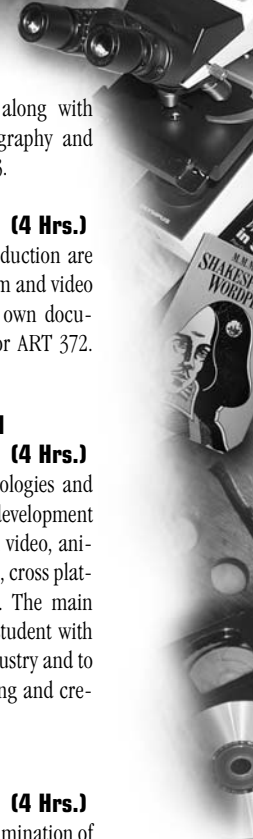
Aesthetic and creative elements of video production are studied through the history and impact of film and video documentaries. Students will produce their own documentary programs. Prerequisite: COM 352 or ART 372. See ART 474.

**COM 455 Multimedia Production and Electronic Imaging (4 Hrs.)**

In-depth exploration of production methodologies and techniques for multimedia. Topics include development processes, authoring and interactivity, digital video, animation, imaging tools, sound tools, hardware, cross platform development, and electronic imaging. The main purpose of this course is to familiarize the student with the tools and techniques of this emerging industry and to assist with the development of critical thinking and creative skills. See ART 475.

**COM 456 Advanced Production Technologies (4 Hrs.)**

An opportunity for the student to show the culmination of his/her skills and thought processes through the development of a major production project. The student will combine the theoretical, technical, and creative aspects of production and provide an analysis of the methods and techniques used. Prerequisite: COM 453/ART 473 or COM 454/ART 474 or COM 455/ART 475. See ART 476.





**COM 457 Scripting, Producing, Directing (4 Hrs.)**

Study of the theoretical and practical aspects of the research, design, and structure of film and video programs. Topics include fiction and nonfiction, research, structure, formats, writing narration and dialogue, visualization, staging, and interviewing.

**COM 458 Media from a Liberal Arts Perspective (4 Hrs.)**

Examination of popular media, with a focus on television, from a liberal arts perspective and particularly from the perspective of how television presents, distorts, and comments on each of the Ernest Boyer learning categories. Collectively, television and other mass media supply practically an unlimited range of resources across all Boyer categories.

**COM 509 Internet for Educators (4 Hrs.)**

Introduction to the Internet as a communication and research/reference tool for educators. The course will cover an introduction to the network, essential terms and technologies, issues and policies, key reference sites, and development of individual home pages on the World Wide Web. Although a text will be used for HTML reference, most of the material for the course will be found on the Internet itself. Note: This class is not a graduate seminar.

**COM 532 Social and Cultural Effects of Mass Media (4 Hrs.)**

Overview of social, scientific, and critical theories regarding the effects of mass media on society. Examines the ways in which these theories develop from particular social and historical contexts and how they reflect ideas and debates about media, politics, and culture.

**COM 535 Narrative in Fiction and Film (4 Hrs.)**

Seminar on features common to stories (structure, theme, point of view, character) studied from the perspective of semiotics. Examples drawn from contemporary fiction, history, film, and television, as well as traditional oral culture (myth, religion, folk tale).

**COM 541 New Technologies in Electronic Media (4 Hrs.)**

Seminar on new and emerging technologies and systems in electronic media: hardware, software, and societal impact.

**COM 543 Media Aesthetics (4 Hrs.)**

Seminar in the basic aesthetic elements and principles of sight, sound, and motion in film/video and their uses for effective communication.

**COM 545 Interactive/Multimedia Technologies (4 Hrs.)**

An in-depth study of current and emerging technologies used to provide training and enhance education. Topics include the theories, design concepts, and applications of such technologies as non-linear video, computer graphics and presentations, and interactive video. Prerequisite: COM 455.

**COM 555 Women and Media (4 Hrs.)**

Seminar exploring the role of women in the media today. Examines women as participants in the media business and as subjects of the media and the impact of both on society. See WMS 555.

**Individualized Study**

**COM 499 Tutorial (1 to 4 Hrs.)**

Specialized instruction; students may arrange for special courses on otherwise unavailable topics, subject to availability.

**COM 599 Tutorial (1 to 4 Hrs.)**

Specialized instruction; graduate students may arrange for special courses on otherwise unavailable topics, subject to availability.